

# Victoria Lu

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## EDUCATION

### COLLEGE OF ARTS & SCIENCES, CORNELL UNIVERSITY

Ithaca, NY

*Bachelor of Arts in Information Science | GPA: 3.81 | Dean's List: Fall '19*

Expected Graduation: May 2022

- **Concentrations:** UX/UI Design and Data Science
- **Related Coursework:** *Blueprint: Product Development & Management • Object – Oriented Programming and Data Structures • Visual Literacy and Design Studio • Intermediate Design and Programming for the Web • Introduction to Data Science • Introduction to Digital Product Design • Human-Computer Interaction • Teams & Technology • Communication & Technology*

## PROFESSIONAL EXPERIENCE

### ASSUAGE TRAVEL

Remote

*Influencer Marketing Intern*

July 2020 – Present

- Support the Marketing Team to drive customer acquisition and brand growth through influencer marketing
- Manage influencer outreach in Toronto and NJ while collaborating with another intern from a separate geographical territory
- Create a database of 40+ individuals and talent with continual outreach to micro and mid-tiered influencers and bloggers

### MISSYONMADISON

Remote

*Social Media/Editorial Intern*

August 2019 – Present

- Develop 50+ graphic creations via Photoshop for weekly fashion and lifestyle guides on the blog
- Curate deck proposal for clients, with a focus on branding, content creation, and PR/influencer marketing strategies
- Design over 40 PR assets to publish on separate social media platform, including Facebook, Instagram, and LinkedIn

## PROJECTS

### 2 IN 1: A MORE PERSONABLE INSTAGRAM

*UX Design Case Study*

- Analyzed user needs and ideated solutions to encourage users to pursue more personable interactions
- Designed and prototyped a feature that enables users to access multiple audiences on one account

### HOMEBUDDY

*Product Management Case Study*

- Conducted user and market research on the off-campus housing problem space for undergraduate students
- Produced a prototype that provides users with a comprehensive and interactive platform for off-campus housing options

### GOVERNMENTAL AND SOCIAL FACTORS ON COVID-19

*Data Science Final Project*

- Utilized data research and modeling processes to understand the various factors that affect the spread of COVID-19
- Reported statistical insights to confirm hypothesis that data suggest strong relationships between the factors and COVID-19

## LEADERSHIP & ACTIVITIES

### CORNELL UNIVERSITY CIS DEPARTMENT

Ithaca, NY

*Teaching Assistant for INFO 1300: Introduction to Design and Programming of the Web*

### CRÈME DE CORNELL, FOOD MAGAZINE

Ithaca, NY

*Layout Designer*

### GUAC TRAVEL MAGAZINE

Ithaca, NY

*Web Developer*

### ALPHA PHI OMEGA SERVICE FRATERNITY, GAMMA CHAPTER

Ithaca, NY

*Active Brother*

## SKILLS & INTERESTS

**Technical Skills:** Photoshop, Lightroom, Illustrator, InDesign, Figma, WordPress, Google Suite

**Programming Languages:** Python, Java, Matlab, HTML, JavaScript, CSS, PHP, SQL

**Language:** English (native), Mandarin Chinese (fluent), Italian (proficient), Latin

**Interests:** Graphic Design, Sustainability, Food Blogging, Travel, Photography